

**California Marine Life Protection Act Initiative**  
**Request for Statements of Qualifications**  
**Ocean and Coastal Socioeconomic Research Project**  
***September 14, 2006***

## **Summary of Request**

The Marine Life Protection Act (MLPA) Initiative invites interested parties to submit brief statements of qualifications to identify, gather and review socioeconomic data and relevant published and non-published reports regarding California's ocean and coastal resources. Such work will be privately contracted, using non-state funds. The initiative seeks qualified candidates for several contracts.

## **Background**

The Marine Life Protection Act (MLPA) directs the State of California to improve the design and management of a network of marine protected areas (MPAs) in order to, among other things, protect marine life and habitats, marine ecosystems, and marine natural heritage, as well as improve recreational, educational and study opportunities provided by marine ecosystems.

In order to implement the MLPA, the California Resources Agency and California Department of Fish and Game have partnered with the Resources Legacy Fund Foundation. The memorandum of understanding among the three partners created the MLPA Blue Ribbon Task Force (BRTF), a panel of public policy experts appointed by the Secretary for Resources to help implement the MLPA by guiding the work of scientists and stakeholders. The BRTF is supported by a professional staff and consultants.

One of the deliverables specified in the MOU was the development of alternative packages of MPAs for the central coast. In April 2005, the BRTF designated the area between Pigeon Point and Point Conception as the MLPA Central Coast Study Region, the first region for which the MLPA would be implemented. Between April 2005 and March 2006, under the guidance of the BRTF, alternative packages of MPAs for the central coast were developed by stakeholders with the assistance of a science team and MLPA staff. In April 2006 the BRTF forwarded alternative packages to the California Department of Fish and Game, which in turn made recommendations to the California Fish and Game Commission; currently three alternative packages of MPAs are being considered by the for implementation along the central coast (please see <http://www.dfg.ca.gov/mrd/mlpa/commissiondocs.html> for more information).

The MLPA Initiative provided substantial physical, biological, and socioeconomic information about the California central coast to stakeholders and decision-makers in order to help facilitate discussions about proposed packages of MPAs. This report, the *California Marine Life Protection Act (MLPA) Initiative Regional Profile of the Central Coast Study Region*, can be accessed at [http://www.dfg.ca.gov/mrd/mlpa/pdfs/rpccsr\\_091905.pdf](http://www.dfg.ca.gov/mrd/mlpa/pdfs/rpccsr_091905.pdf). A similar profile will be developed for future MLPA study regions.

## **Description of Work**

In an effort to improve the information available to stakeholders and decision-makers for continued implementation of the MLPA in the next study region(s), the BRTF has approved funding for collecting additional socioeconomic information. The desired information is not that found in public data series developed by the national or state government; those data will be made available to stakeholders and decision makers, of course. Rather, this project is focused upon secondary, not primary, socioeconomic research that is relevant to the work of implementing the MLPA but is not available in common, publicly accessible data sources. The focus is on spatially referenced information on human uses (e.g., numbers of day visitors to a municipal pier) and related information on economic activities (e.g., distances traveled or spending per visit for day visitors).

Sources of the desired socioeconomic information may include:

- Published articles in academic journals
- Doctoral dissertations
- Master-level theses
- Significant regulatory reviews of projects affecting ocean resources (examples may include environmental impact statements/reports for power plants or water discharge permits)
- Reports by coastal cities, counties, chambers of commerce, and councils of government (such as the San Diego Association of Governments (SANDAG) or Association of Bay Area Governments (ABAG)).
- Reports by non-governmental organizations on the human activities related to ocean and coastal resources.

Multiple contracts are expected, matching competencies and capacity to specific information. Any contractor must possess the needed understanding of the information being collected, usually requiring an advance degree in a relevant field.

## **Submitting Statements**

The MLPA Initiative seeks to establish contracts as soon as possible for work to be completed by late November of 2006. Any interested parties should forward a statement of qualifications by September 29, 2006. Contracts may be established before the deadline so interested parties are encouraged to apply as soon as possible. Reimbursement on a flat-fee or hourly basis will be considered.

Submit statements, preferably electronically, to:

Amy Boone, Policy Analyst  
[amy.boone@resources.ca.gov](mailto:amy.boone@resources.ca.gov)

MLPA Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

Each statement of qualifications should include:

1. Name of interested party (firm or individual).
2. Key contact information, including mail and email addresses, and telephone numbers.
3. A statement of key competencies related to the research identified above. Please be specific about the competencies offered. A list of relevant projects completed, including clear descriptions of work delivered, time frames and price.
4. Succinct biographical information for the individuals most relevant to these competencies who would undertake any work requested.
5. A list of references.

The statement of qualifications, including the five elements above, should be no longer than ten (10) pages.

The MLPA Initiative is not a state agency and is not required to follow State of California procedures for selecting contractors. However, all analyses, data and work products will become property of the State of California upon completion of the research project. Academic and other publications based on the analyses and data are acceptable if acknowledgement is given to the funding support provided by the MLPA Initiative and the following statement is included on each publication: "The views expressed herein are those of the author(s) and have not been reviewed by, nor have they been approved by, the Marine Life Protection Act Initiative or the State of California."